

The Condition of Entrepreneurship Process in Mazandaran Sport Organizations

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Abstract

Nowadays entrepreneurship is necessary to create growth and a healthy economic environment in society and its role in economic stability has been proven. Entrepreneurship is the consecutive process of idea creation, opportunity discovery among the created ideas and idea exploitation. This research was done to investigate the entrepreneurship of sport organizations in Mazandaran province in 2013. The population included 462 people, among which 213 people were chosen by the Morgan table. 310 questionnaires were distributed randomly and 250 questionnaire were answered. The survey was applied in goal and descriptive in method. The tool for gathering information was Farhangi's questionnaire, the reliability of which was obtained through the Cronbach's alpha. After extracting the data, the statistical analysis was done by the software SPSS. The results showed that entrepreneurship is not in a desirable condition in Mazandaran sports organization. Considering the sports situation of the province and the tourism situation in the province, there are many opportunities which can contribute to the economic development of the province if they are fully paid attention to.

Keywords: Entrepreneurship process, Sport organizations, idea cration, opportunities discovery, idea exploitation

Introduction

In today's unstable an complicated situation, the organizations are prosperous which reach a stable competitive advantage. In recent years, the main source of the competitive advantage has shift-

ed from efficiency and quality to entrepreneurship and innovation. Entrepreneurship is the potential which nowadays is called the engine of the economic development and some people call it the elixir in various fields(Hall, 2010). Considering the importance of entrepreneurship in making the competitive advantage , organizations are successful which support the entrepreneurship process by making the needed fundament. The sports sector of the country should be deemed as one of the sectors which can contribute to the economic development and by fully supporting the sports entrepreneurs , we will see the sports and economic flourish of the country.

Changes in sports have made the entrepreneurship necessary. The rapid development of the technology such as the internet and digital televisions means that sports marketers need to change their methods for advertising through the media(Sweeney, 2007). Moreover, when the global economy is in recession, the sports marketers need to make a new investment for their advertisement and marketing strategy (Futterman, 2008). As we know, in the twenty year prospect to 1404, our Islamic country has to reach the point where it is foremost country among the 26 countries of the Middle East in the knowledge for new products and services, and it will not happen unless by the support of the knowledge-centered entrepreneurs who pass the dangers and turn the country's wheels of economy.

The organizational entrepreneurship is the process of idea creation, opportunities discovery the among the created ideas and idea exploitation (Sadati, 2011). Most entrepreneur companies start their career through one of these two ways: some companies are motivated by the opportunities in

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the outside environment. It implies that the entrepreneur decides to establish a company, then he looks for an opportunity and detects it and makes a business. Second, other companies are motivated by the opportunities in the outside environment. The entrepreneur detects an issue or an opportunity void, then he makes a business to fill it (Farhangi, 2005). On the other hand, Peters and Petelsberg and Baringer and Ireland have defined the process of the organizational entrepreneurship as idea creation, opportunity discovery and idea exploitation (Farhangi, 2005). According to that, the idea creation in business is the process of expressing the thought, belief and fantasy for the organization's innovation. Since not all the created ideas are valuable for the organization, the organization assesses the possibility of actualizing the ideas. The idea possibility is the process of evaluating the business idea. In fact, the possibility determines whether or not an idea can be a business opportunity or not. When an idea is recognized as an opportunity, the organization utilizes the idea in the form of a product, a service or and a process (Sadati, 2011). In fact, idea exploitation or utilization is the process of designing, making, testing and commercializing the idea in the form of a product, a service or and a process. Therefore, in this research we are to investigate the entrepreneurship process and its components to see whether it is in a proper condition or not.

Research hypotheses

Hypothesis 1: The process of entrepreneurship in Mazandaran sports organizations is not in a proper condition.

Hypothesis 2: The component of idea creation in Mazandaran sports organizations is not in a proper condition.

Hypothesis 3: The component of opportunities discovery in Mazandaran sports organizations is not in a proper condition.

Hypothesis 4: The component of idea exploitation in Mazandaran sports organizations is not in a proper condition.

Research Methodology

This research is applied in goal and descriptive-survey in method. In addition, the research is sectional because it investigates the data of a period of

time. The population of the study comprises all the employees of Mazandaran Sports and Youth Organization, all the managers in physical education of the department of education and sports board managers in the province. The population were almost 462 people and 213 of them were chosen as samples by the Morgan table. 310 questionnaires were distributed among the people and 250 of them were given back.

The questionnaire of this research was taken from the Farhangi questionnaire and Madhushi also used it. The questions contain three variables of creating ideas, discovering opportunities from the created ideas and ideas exploitation. To determine the validity, the method of content validity was used. The questionnaire was edited in three sections of personal specifications, main questions and giving suggestions. After the research subject was confirmed by the professors and to ensure the content validity of the questionnaire and to accurately assess the given concepts and examples, the questionnaire was submitted to the professors of physical education to do the needed concept and content correction so that the questionnaire gets the validity. The questions became clearer in edition and were more comprehensible.

Tools, methods and statistical techniques

After the collection and summarization of data, the tests below are done by software SPSS 16.0 in the order that follows:

- The Cronbach alpha coefficient test to determine the questionnaire reliability (above 0.7 for all of them)
- The Kolmogorov-Smirnov test to investigate the normal distribution of the variables.
- The Binomial test to determine the desirability or undesirability of the entrepreneurship process and components.

Results

To analyze the data obtained from the research and to gain the answers of the questions, first we bring up each hypothesis and then we will investigate it.

Table 1. The condition of entrepreneurship process in Mazandaran sport organizations

N	theoretical average	calculated average	sig	t
250	3	2/974	0/463	0/735

Considering the fact that the calculated average is smaller than the theoretical average and $\text{sig}=0/463$, hypothesis is confirmed, therefore entrepreneurship process is not in a desirable condition in Mazandaran sport organizations.

Table 2. The condition of idea creation in Mazandaran sport organizations

group	category	N	theoretical average	calculated average	Sig
group1	≤ 3	144	3	2/979	0/019
group2	> 3	106			

Considering the fact that the calculated average is smaller than the theoretical average and $\text{sig}=0/019$, hypothesis is confirmed, therefore idea creation in Mazandaran sport organizations is not in a desirable condition.

Table 3. The condition of opportunity discovery in Mazandaran sport organizations

N	theoretical average	calculated average	sig	T
250	3	2/953	0/277	-0/090

Considering the fact that the calculated average is smaller than the theoretical average and $\text{sig}=0/277$, hypothesis is confirmed, therefore opportunity discovery is not in a desirable condition in Mazandaran sport organizations.

Table 4. The condition of idea exploitation in Mazandaran sport organizations

group	category	N	theoretical average	calculated average	Sig
group1	≤ 3	125	3	3/051	1/000
group2	> 3	125			

Considering the fact that the calculated average is bigger than the theoretical average and $\text{sig}=1/000$, hypothesis is confirmed, therefore idea exploitation in Mazandaran sport organizations is not in a desirable condition.

Discussion

Entrepreneurship process and its components (idea creation, opportunities discovery and idea ex-

ploitation) are not in desirable condition.

The point is that entrepreneurship is recognized as a tool that increases the economy efficiency (Ball, 2005) and it basically should have been in a proper condition. It seems that this vital issue has been ignored in organizations. According to the researcher, some reasons can be raised here:

According to Sabunchi et al. (2009) the organizational structure of the department of physical education has got a mechanical tendency. Organizations with organic structures and with less focus on official hierarchy have more innovative staff and these employees have higher spirits for innovation and creation of new ideas, therefore it is suggested that the senior managers of Mazandaran sports organizations delegate more.

Lack of the managers' enough investment and support in research.

Unawareness of the assets, needs and gaps of one's knowledge and also weak planning for adopting the organizational knowledge with the environmental requirements usually leads to that.

The results of this research contradicts the ones of the researches of Ball (2005), Weintraup (2004), Rob sitch (1999), Tomlinson (2002), Glanton (2001), Pete Colonia (1993), Spilling (1996), Terjensen (2008), Farhang (2005), Raadi (2010) and Badri (2006).

In her research, Rezaee (2010) reports the research results of Weintraup (2004), Rob Sitch (1999), Tomlinson (2002), Glanton (2001), Pete Colonia (1993). Different researchers know different phenomena as the opportunities that lead to entrepreneurship in sports environments and bring big incomes; For Ball (2005), it is absorbing tourists and guests and opportunism in sports and tourism, for Eric Moscoits (2004), it is advertisement in sports environment during baseball games, for Weintraup (2004), selling sports equipment with the name and autographs of the athletes, for Rob Sitch (1999), it is the transfer of the professional athletes between clubs, for Tomlinson (2002), it is the satellite coverage of the sports events, for Glanton (2001), it is the publishing of the scientific and news articles and magazines in sports, for Pete Colonia (1993) it is sports photography and journalism and for Spilling (1996) it is the frat sports events. Terjensen (2008) described the entrepreneurship and professionalism in South Korea during hosting the IAU (International Athletics Union) 100 meters sprint in 2006, as desirable and perfect.

Entrepreneurship has been reported to be de-

sirable in the researches of Farhangi(2005) and Badri(2006). Both researches show that the entrepreneurship qualities of independence, internal control, desire for progress and creativity have been above average in Anushirvani and Esfahan universities respectively, but the scores for risk taking have been below the standard.

In another research, entrepreneurship has been reported at a desirable level in Shahid Chamran University in Ahvaz (Raadi 2010). The entrepreneurship ability of students in Shahid Chamran university in Ahvaz have higher ranks than medium in small criteria of risk taking, supervision center, need for progress, clear thinking, practicality, being visionary and taking challenges. Also, they were below medium in the small criterion of tolerating ambiguity.

The results of this research are in congruent with those of the researches of Harrison et al. (2008), Simon(2002), Zare(2008), Rezaee(2010), Moghtaderi et al.(2006). In their research, Harinnson. et al (2008) stated that despite great advancement and modernization of the technology, the researchers and scientists pay little attention to sports entrepreneurship. Simon's research(2002) showed that the legislators do not support the youth ,so the youth do not start an independent job due to the fear of failure and lack of enough capital or the pressure they experience. Zare(2008) attributes the gap between the current condition and the desirable condition of sports in country to important factors such as the volume of the government's infrastructural investment in sports, considering the quality of the products and the services, amount of encouragement, the general atmosphere in the society, creating and implementing new ideas, competition in sports businesses, business infrastructures which are now the main obstacles to entrepreneurship. Like Zare, Rezaee(2011) announces these three factors (behavioural, environmental and structural) to be below average in Mazandaran sports and he continues that in Mazandaran there is no competition in club management and equipment production, there is so little competition that we cannot consider it as a factor for progress. Moghtaderi et al.(2006), evaluated six entrepreneurship factors including entrepreneurship culture, teaching entrepreneurship skills, teaching entrepreneurship features, discovering and identifying entrepreneurship opportunities, teaching the making of a business plan and introducing the students with business plans to supporting centers in Esfahan university, and they reported all the factors to be below average.

Conclusion

The process of entrepreneurship and the components of idea creation, opportunity discovery and idea exploitation are not in a proper condition in Mazandaran sports because of ignoring the existing opportunities in Mazandaran province. The province's potentials such as great human resources of the youth and the sports medalists and sports tourism are not few. With these opportunities and by investing in these sectors and improving the organizational structure, entrepreneurship can be developed in the province's sports.

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